

Proposed Themes for the Public Education Programme of the “Policy Framework”

Purpose

This paper seeks Members’ views on the proposed themes for the third round of funding applications under the Public Education Programme of the “Policy Framework for the Management of Municipal Solid Waste (2005-2014)”.

Background

2. The Environment and Conservation Fund (ECF) Committee has approved six proposals since the launch of the Public Education Programme in 2007 with a total funding commitment of about \$3 million. The latest progress of the approved projects is summarized at **Annex**. To tie in with the initiatives in the “Policy Framework”, we should now proceed with the third round of funding applications.

Proposed Themes for the Third Round

3. Having regards to the latest development of various initiatives in the “Policy Framework”, we consider that public education campaigns for priority products under the producer responsibility schemes (PRS) would be desirable. We, therefore, propose to adopt the following themes for the third round of funding applications:

(a) ***PRS for Plastic Shopping Bags***

The previous focus of public education campaigns has mostly been on reduction at source. Additional activities should be organized i) to encourage recovery and recycling of plastic shopping bags, ii) to discourage switching to other single-use carriers, such as paper bags, and iii) to promote reuse of “environmentally friendly” bags.

(b) ***PRS for Beverage Containers***

Collection and recycling of beverage containers is one of the key elements for PRS for beverage containers. Glass bottles, which are often disposed of immediately after use, could be a possible focus.

Proposals on the recovery of other types of containers would also be welcomed.

Advice Sought

4. Members are invited to comment on the proposed themes for the third round of funding applications. Subject to Members' views, we shall proceed to invite funding applications in accordance with the proposed themes.

**Environmental Protection Department
September 2008**

Progress Update of Approved Projects
(as at September 2008)

	Approved Projects	Activities Completed	Activities Planned
1	<p>Green Festival</p> <p>Organization: <u>Green Sense</u></p> <p>Duration: <u>Oct 2007- June 2009</u></p> <p>Approved amount: <u>\$496,925</u></p>	<ul style="list-style-type: none"> • Christmas <ul style="list-style-type: none"> - Surveys: HK People’s Attitude on Christmas Gifts & Press Conference (Dec 2007) - “Green X’mas School” Campaign I (Dec 2007) - "Say No to Packaging” Ceremony cum Press Conference (Jan 2008) • Chinese New Year <ul style="list-style-type: none"> - Substitution of gift-wrapping by a “courtesy sticker” in collaboration with major retailers and chained stores (Jan 2008, programme changed at Green Sense’s own cost) • Valentine’s Day <ul style="list-style-type: none"> - Survey on over-packaging of bouquet & Press Conference (Jan 	<ul style="list-style-type: none"> • Christmas <ul style="list-style-type: none"> - “Rebirth of Christmas Gifts” (Dec 2008) - “Green X’mas School” Campaign II (Dec 2008) - "Say No to Packaging” Ceremony cum Press Conference (Jan 2009) • Chinese New Year <ul style="list-style-type: none"> - Continue to launch campaign with major retailers and chained stores to promote the substitution of gift-wrapping by a “courtesy sticker” (Jan 2009) • Valentine’s Day <ul style="list-style-type: none"> - “Lesser the Wrapping, More on Loving” programme (Jan 2009)

		<p>2008)</p> <ul style="list-style-type: none"> - Other Valentine events re-scheduled to 2009. <ul style="list-style-type: none"> • Children's Day <ul style="list-style-type: none"> - Rescheduled to 2009 	<ul style="list-style-type: none"> • Children's Day <ul style="list-style-type: none"> - Engage major toy chained stores to organize a reuse programme for toys - Toys collected will be donated to disadvantaged groups and the needy families or charity groups. (Mar 2009)
2	<p>Establishment of the Hong Kong Green Purchasing Charter (HKGPC) with an Accompanying Awareness Raising Programme</p> <p>Organization: <u>Green Council</u> Duration: <u>Oct 2007 to Aug 2009</u> Approved amount: <u>\$463,770</u></p>	<ul style="list-style-type: none"> • HKGPC Launching Ceremony¹ (Oct 2007) • 1st, 2nd & 3rd Green Purchasing Experience Sharing Seminars² (Dec 2007, Apr 2008 & Jun 2008) • Preparation for the green purchasing best practices guidebook started (Jul 2008) 	<ul style="list-style-type: none"> • 4th Green Purchasing Experience Sharing Seminars (end 2008) • Produce green purchasing best practices guidebook (cont'd) • Green Purchasing Training Courses (2009)
3	<p>Be Green, Use Bags Properly</p>	<ul style="list-style-type: none"> • Kick-off Ceremony³ (Sept 2007) • Publicity Van (Nov 2007; Jan, Mar, 	<ul style="list-style-type: none"> • All activities completed

¹ http://www.hkgpc.org/html/popup/launching_eng.html

² <http://www.hkgpc.org/html/eng/news.aspx#event>

³ <http://www.greeners-action.org/modules/AMS/article.php?storyid=147>

⁴ <http://www.greeners-action.org/modules/AMS/article.php?storyid=152>; <http://www.greeners-action.org/modules/AMS/article.php?storyid=156> &

<p>Organization: <u>Greeners Action</u> Duration: <u>Sept 2007 to Aug 2008</u> Approved amount: <u>\$499,996</u></p>	<p>Apr, Jul 2008)</p> <ul style="list-style-type: none"> • Road Show (Nov, Dec 2007; Jun 2008) • “Alternatives to Plastic Bags in Wet Markets” campaign⁴ (Nov 2007 to Feb2008) • Plastic Bag Survey (Wet Markets) and Conference⁵ (Jan, Feb 2008) • “Use Fewer Bakery Plastic Bags, You Can Do It” Campaign⁶ (Feb, Mar, Jul 2008) • “Plastic Bag Reduction” Survey and Conference⁷ (Mar, Apr 2008) • Newspaper Bag Survey and Conference⁸ (June 2008) • “Tomato and Potato in One Bag” campaign⁹ (Dec 2007; Mar, Aug 2008) • “No Newspaper Bag Day”¹⁰ in selected district(s) (Jun, Jul 2008) • Plastic Bag Survey and Conference¹¹ (Jun 2008) 	
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<http://www.greeners-action.org/modules/AMS/article.php?storyid=157>

⁵ <http://www.greeners-action.org/modules/AMS/article.php?storyid=162>

⁶ <http://www.greeners-action.org/modules/AMS/article.php?storyid=161>

⁷ <http://www.greeners-action.org/modules/AMS/article.php?storyid=168>

⁸ <http://www.greeners-action.org/modules/AMS/article.php?storyid=173> & <http://www.greeners-action.org/modules/AMS/article.php?storyid=176>

⁹ <http://www.greeners-action.org/modules/AMS/article.php?storyid=165> & <http://www.greeners-action.org/modules/AMS/article.php?storyid=180>

¹⁰ <http://www.greeners-action.org/modules/AMS/article.php?storyid=175>

¹¹ <http://www.greeners-action.org/modules/AMS/article.php?storyid=176>

4	<p>Green Rural Waste Reduction Scheme</p> <p>Organization: <u>Tai Po Environmental Association</u></p> <p>Duration: <u>Apr 2008 – Apr 2009</u></p> <p>Approved amount: <u>\$489,190</u></p>	<ul style="list-style-type: none"> • 11 Rural Committees and 23 villages recruited. • 10,000 leaflets, 5 banners and 2,500 wall charts produced. • Local launching in Tai O, Mui Wo and South Lantau (Aug 2008) • 20 WEEE (Apr – Aug 2008) for recycling collected 	<ul style="list-style-type: none"> • Recruit rural committees to join the programme (cont'd) • Promote PRS on WEEE by banners and display panels etc to the villages and to recruit local environmental leaders for assistance in the recycling programme. • Collect WEEE for reuse or recycling (cont'd) • Seek comments from villagers on the necessity and feasibility of providing continuous regular collections to the rural areas in future for EPD's considerations. • Press release and press conference
5	<p>Amazing Journey of Waste</p> <p>Organization: <u>Tai Po Environmental Association</u></p> <p>Duration: <u>Apr 2008 – Apr 2009</u></p> <p>Approved amount: <u>\$500,000</u></p>	<ul style="list-style-type: none"> • Road shows in Tuen Mun Town Plaza (Aug 2008) • Seminar of Solid Waste Pollution for Scout (Jul 2008) 	<ul style="list-style-type: none"> • 3 more road shows (Nov 2008, Feb 2009 and May 2009) • 36 outreaching booths at different venues, including public areas, NGO, residential areas, and schools (Sep 2008 and May 2009) • Closing ceremony with road show (May 2009) • Books, VCDs and posters to be provided to schools, organizations and libraries for educational and promotional uses (Oct 2008 and May 2009)

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6	<p>Computer Printers, Scanners and Accessories (PSA) Collection, Reuse and Recycle Campaign 2008</p> <p>Organization: <u>Caritas Jockey Club Integrated Service for Young People -Wong Tai Sin, Youth and Community Service, Social Work Division, Caritas Hong Kong</u></p> <p>Duration: <u>Mar 2008 to Feb 2009</u></p> <p>Approved amount: <u>\$499,800</u></p>	<ul style="list-style-type: none"> • 5000 leaflets, 500 posters and 2 banners, inkjet printing advertisement on two side of a truck for promotion of the programme published (Mar – May 2008) • 1 tutor to train the 4 young people to refurbish and recycle the PSA (Mar – Aug 2008) • Collected 2,995 printers and 452 scanners (Mar – Aug 2008) • Donated 21 refurbished printers to deprived people (Aug-Sept 2008) 	<ul style="list-style-type: none"> • District collection of PSA jointly with the district boards (Sept 2008 – Feb 2009) • Educational tours to youth organization (Sept 2008 – Feb 2009) • Collect printers, scanners and accessories (PSA) and donate refurbished PSA. (Sept 2008 - Feb 2009)
			Total approved budget : <u>\$2,949,681</u>